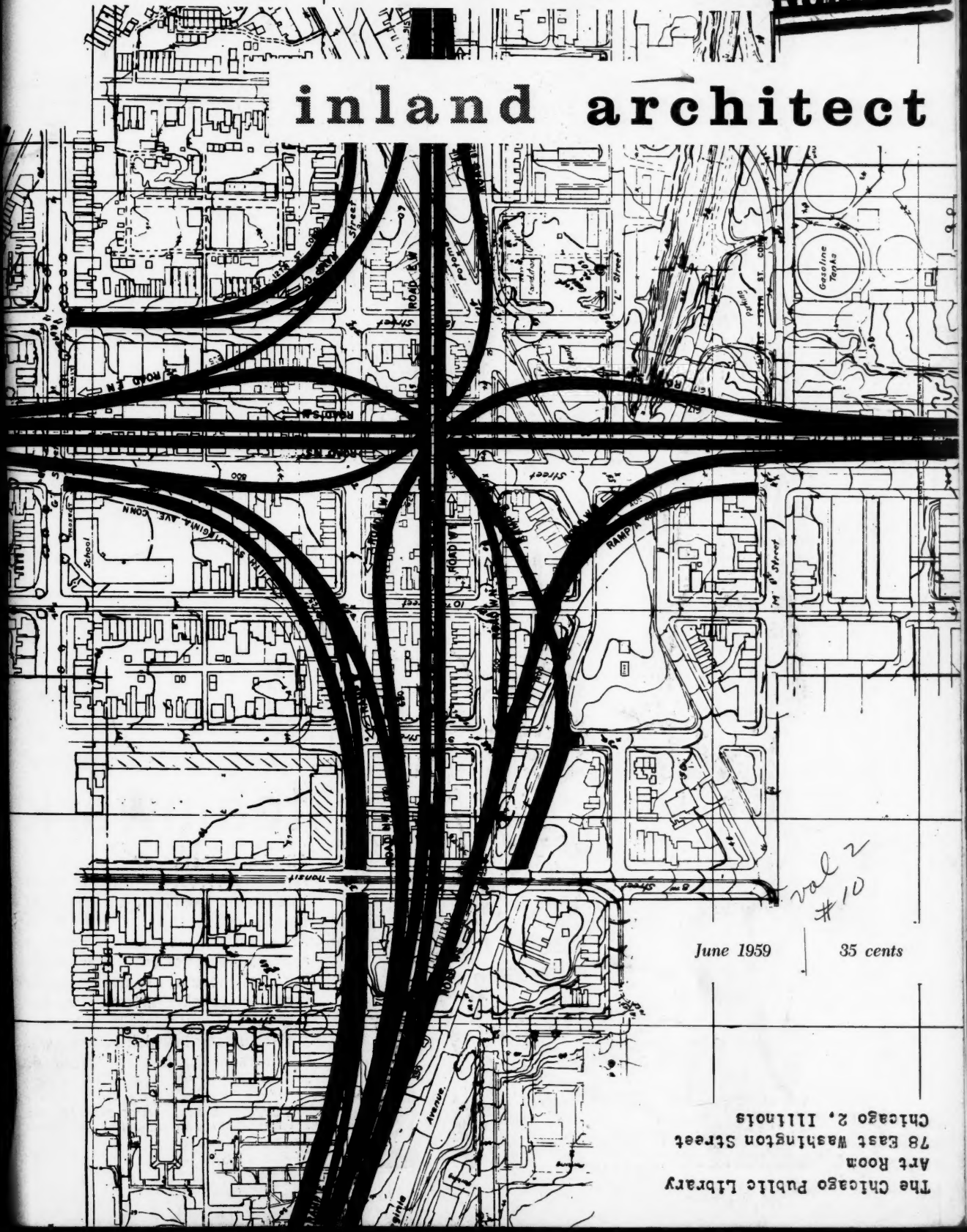
ART ROOM
AGO PUBLIC LIBRARY

magazine of inland area building and planning | PUBLISHED BY THE CHICAGO CHAPTER AMERICAN INSTITUT

CURRENT

inland architect



vol 2
#10

June 1959 | 35 cents

The Chicago Public Library
Art Room
78 East Washington Street
Chicago 2, Illinois

teamwork

All of man that stands alone is his reputation . . . yet even this is fabricated on the looms of teamwork . . . of earnest cooperation between those whose talents are within the arts of architecture and sciences of engineering . . . of those whose trade-trained hands are capable of translating the language of blueprints into the tangible structures in which the world will live, learn, work in better years ahead.

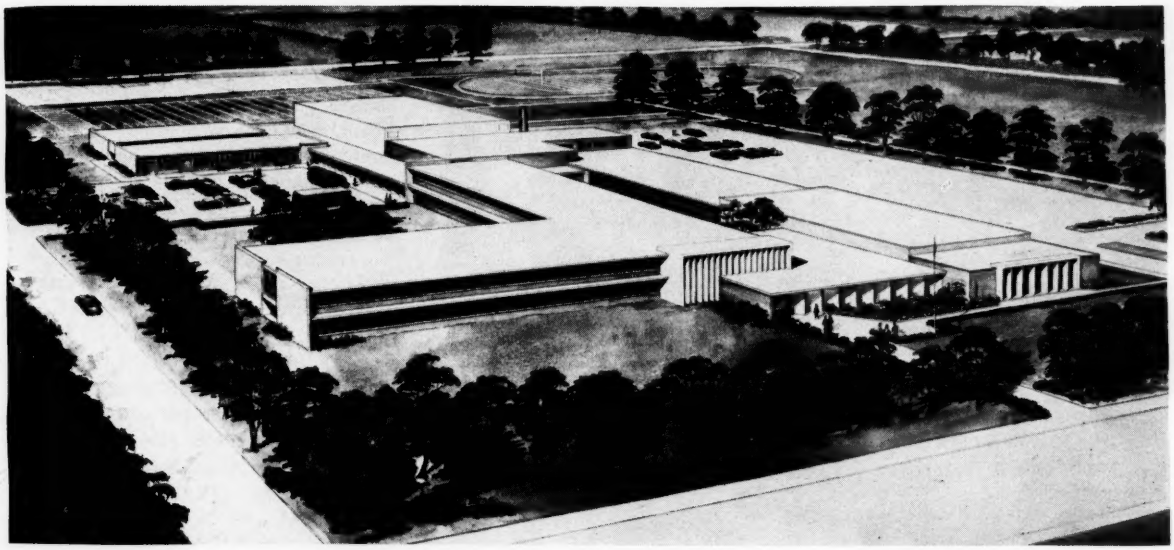
THE LATHING FOUNDATION OF CHICAGO, INC.
221 North LaSalle Street, Chicago 1, Illinois

ART ROOM
CHICAGO PUBLIC LIBRARY

CURRENT

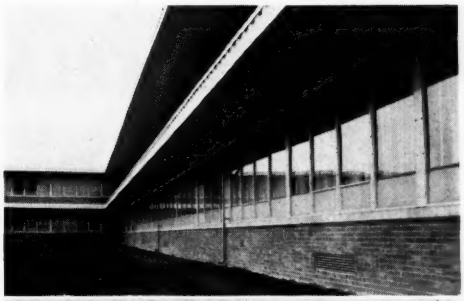
More Than 100,000 Sq. Ft. of Expo[illegible]

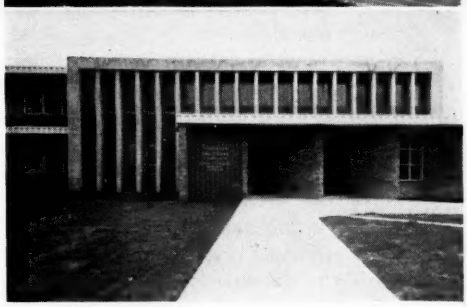
Flexicore Used in this High School



Thornton Fractional Township High School South, Lansing, Ill.
Architects—Consoer & Morgan, Chicago

Exterior views showing the use of exposed Flexicore for canopies.





Yes, more than 100,000 sq. ft. of exposed Flexicore ceiling, caulked and painted, was used in the classroom areas with a suspended acoustical ceiling in the corridors. Flexicore has met the requirements of the architect—What were these requirements?

First, a need for quick construction through the cold-weather months, enabling the building to be enclosed for winter construction.

Second, a long overhang to provide light control in the classrooms, also simplify construction.

Third, a method for providing lateral bracing in the 2-story building without the use of costly and obstructing steel beams.

Fourth, a floor and finished ceiling in one unit.

Fifth, a fire-proof floor and roof construction.

Sixth, low maintenance.

Seventh, long span with minimum depth.

and, oh yes, low cost—the entire building, including an AAU regulation swimming pool and 950-seat auditorium, was constructed for an actual $13.77 per square foot.

Calumet
FLEXICORE CORP.
BOX 539
EAST CHICAGO, INDIANA
Phones:
East Chicago: EXport 8-0940
Gary: TUrner 6-9210
Chicago: ESsex 5-8011

American-Marietta
COMPANY
Concrete Products Division
9301 GRAND AVENUE
FRANKLIN PARK, ILLINOIS
Phone Gladstone 1-1610
NAtional 5-7535

Today's Lesson in **THRIFT!**

More and more architects and school planners are coming to the logical conclusion that porcelain steel chalkboards provide the utmost in economy in the long run. More school children are writing on Loxit porcelain steel chalkboards than any other board of its type on the market, a record achieved with NU-VICTORY and NU-IMPERIAL LOXIT MIRAWAL PORCELOX Porcelain Steel Chalkboards. Now, Loxit is offering a porcelain steel chalkboard in a thrift price bracket. LOX-88 NU-SIMPLON is top quality—the same LOXIT MIRAWAL PORCELAIN STEEL sheet which has made its NU-VICTORY and NU-IMPERIAL boards such outstanding successes.

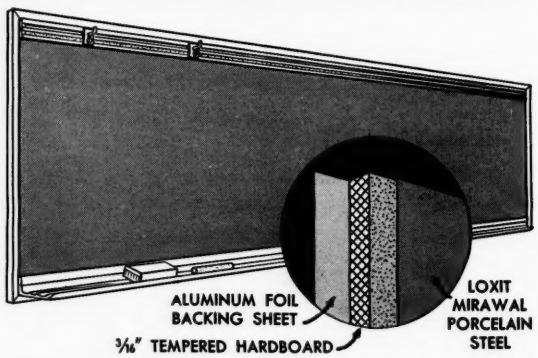
Use the **NEW**

LOXIT PORCELAIN STEEL CHALKBOARD

LOX-88 NU-SIMPLON

designed for the modest budget

Here is another Loxit chalkboard "first"—a top quality porcelain steel chalkboard priced in the competitive range of slate and other chalkboard materials! This new LOXIT MIRAWAL PORCELAIN STEEL chalkboard is available in standard heights and up to 16′ long in one seamless piece. The porcelain steel sheet is laminated to a 3/16″ tempered hard board which has been sealed against moisture with an aluminum foil vapor barrier backing sheet. It can be pre-trimmed with a simple edging or applied directly to the wall to be trimmed after installation. Offered in eight beautiful fade-proof school colors: Rite Spring Green, Rite Dark Green, Rite Gray, Rite Tan, Rite Coral, Rite Blue, Rite White (Ivory), and Rite Black.



Top Quality Chalkboards at a Thrifty Price

PERFECT WRITING SURFACE—with low reflectance and high visibility.

WILL ACCEPT ALL MAGNETIC CLASSROOM AIDS to increase efficiency.

SCRATCH AND IMPACT RESISTANT—the flint-hard porcelain surface tests at least 6.5 on scale of Hardness of Minerals.

EASY TO MAINTAIN—can be washed as often as desired, and kept clean with a damp cloth.

LIGHT WEIGHT—LOX-88 NU-SIMPLON porcelain steel chalkboards weigh only 2 lbs. per sq. ft. This makes them easy to handle on the job and simple to install.

LIFETIME GUARANTEE—the vitreous inorganic porcelain steel surface is durable and permanent.

Write today for complete details including samples and 16-page 4 color catalog

CHALKBOARD SYSTEM • ACOUSTICAL SYSTEM • FLOOR SYSTEM • MOULDINGS
LOXIT SYSTEMS INC.

LOXIT SYSTEMS, INC.

1217 W. WASHINGTON BLVD., CHICAGO 7, ILLINOIS

COVER shows a 4-level expressway interchange thread over about 150 acres. Interchange "C," Inner Loop Freeway System, Washington, D.C., De Leuw, Cather & Company, Engineers.

Inland Architect carries news and articles on inland-area building and planning, with the participating cooperation of the following Chapters and affiliate groups of the American Institute of Architects.

Chicago Chapter
Central Illinois Chapter
Southern Illinois Chapter
Northern Illinois Chapter
Architects' Association of Illinois
Student Chapters, AIA
University of Illinois Navy Pier
Illinois Institute of Technology
University of Illinois Urbana

Editor
RAYMOND C. OVRESAT, A.I.A.

Advisory Editor
R. REA ESGAR, A.I.A.

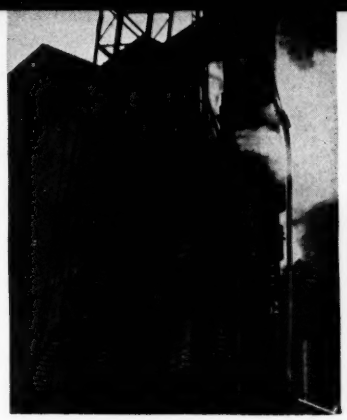
Managing Editor
ELLIS MURPHY

Advertising Manager
HOWARD M. DODGE
333 N. Michigan Ave.
Chicago 1, Ill. ST 2-4220

Editorial Staff
William R. Baker, A.I.A.
Edward A. Campbell, A.I.A.
Thomas W. Claridge, A.I.A.
Louis E. Fideler, A.I.A.
Hans A. Friedman, A.I.A.
Glenn C. Hjort, A.I.A.
Edward H. Matthei, A.I.A.
Robert W. McCormick, A.I.A.
Robert D. Montgomery, A.I.A.
Gertrude L. Peterhans, A.I.A.
Fred C. Weber, A.I.A.
William T. Weber, A.I.A.
D. C. Whitehead, A.I.A.

Board of Directors
Chicago Chapter, A.I.A.
OFFICERS
President
John R. Fugard, Jr., A.I.A.
First Vice President
William J. Bachman, A.I.A.
Second Vice President
R. Rea Esgar, A.I.A.
Secretary
Morton Hartman, A.I.A.
Treasurer
E. G. Halstead, A.I.A.
DIRECTORS
Richard M. Bennett, F.A.I.A.
James A. Wares, A.I.A.
Spencer B. Cone, A.I.A.
Charles G. Rummel, A.I.A.
Bertram A. Weber, F.A.I.A.
Jack D. Train, A.I.A.

Administrative Secretary
Mrs. Ceil Garneau



inland architect

PUBLISHED BY THE CHICAGO CHAPTER AMERICAN INSTITUTE OF ARCHITECTS

Volume 2 *Number 10* *June, 1959*

Contents

Chicago Chapter Comment	6	*R. Rea Esgar, AIA*
The Architect and Transportation	8	
Transportation Design	9	*Hans A. Friedman, AIA*
Some Talk on Transportation	10	
Beauty, Function, Action, Character	15	*Horatio Greenough (Gleanings from his writings)*
Addendum	18	

INLAND ARCHITECT • CHICAGO CHAPTER • AMERICAN INSTITUTE OF ARCHITECTS
221 North LaSalle Street, Chicago 1, Illinois *DEarborn 2-7197*

Published monthly by the Chicago Chapter of the American Institute of Architects at 221 N. LaSalle Street, Chicago 1, Illinois. Second-class mail privileges authorized at Chicago, Illinois. Subscriptions: $2.00 per year for A.I.A. members and students not belonging or affiliated with Chicago Chapter A.I.A., $3.00 per year for non-members. Single copies, 35¢.

Lighting Problem?

Englewood

experienced lighting engineers can assist you by supplying proved, efficient answers to even your most difficult electrical specification problems on

INDUSTRIAL, COMMERCIAL & RESIDENTIAL LIGHTING

Take full advantage of this widely used Englewood service—no obligation. Next job, consult:

Englewood ELECTRICAL SUPPLY CO.
Largest Stocking Distributors of Leading Electrical Lines in the Mid-West.

CHICAGO	ROCKFORD	SOUTH BEND	GARY
5801 S. Halsted St.	124 N. First St.	325 N. Lafayette Blvd.	4172 Broadway
HUdson 8-6161	Dial 3-5441	Central 8233	Dial 4-9441

INDUSTRIAL
&
COMMERCIAL

CONSTRUCTION
&
MAINTENANCE

THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA

ASHLAND
CONSTRUCTION CO.

6808 NORTH CLARK ST. AMBASSADOR 2-0455

Chicago AIA Comment

a column about AIA Chicago Chapter matters and members by R. Rea Esgar, AIA.

The May dinner meeting with students from IIT and U of I, Chicago, with Professor I. W. Colburn moderating was rewarding to me, and I wonder how far it went in helping the "Architects to be"? John I. Schlossman's remarks were excellent and should have been delivered in thunderous tones so we would remember. Members PERKINS, SHAW, MIELKE and FUGARD, JR. also commented to the point but I detected the kid glove treatment when discussion skirted near to the economics of running an office.

When a student asked "Why can't the AIA have a student in training program so that all students who wish to can have suitable work for the summer months in Architects' offices?" we should have answered with the word "ridiculous" and have told these youngsters exactly why such a program is impossible. The very fact that the question was asked at all, shows a great need for understanding on the part of the student. When bread and butter economics is mentioned architecture becomes a business and even we who would like to live on something other than bread alone are never allowed to forget it!

□

One inexperienced man in an office takes half the available time of one experienced man to keep him straight, and the two men together produce less work than the one experienced hand alone. Does the student know that he is a distinct liability in an office and won't start paying his own way for several years depending on the aptitude of the individual? Are the graduates mentally prepared to go to work as office boys so that the architect won't lose so much by hiring them?

When the Architect does hire young men, the rate of pay has very little to do, at first, with the new man's ability. It is more often than not based on whether the young man is married,

has children, lives at home, or on how far he must commute. This is not a business-like basis for determination of salary, but neither is hiring the inexperienced a gainful thing to do.

□

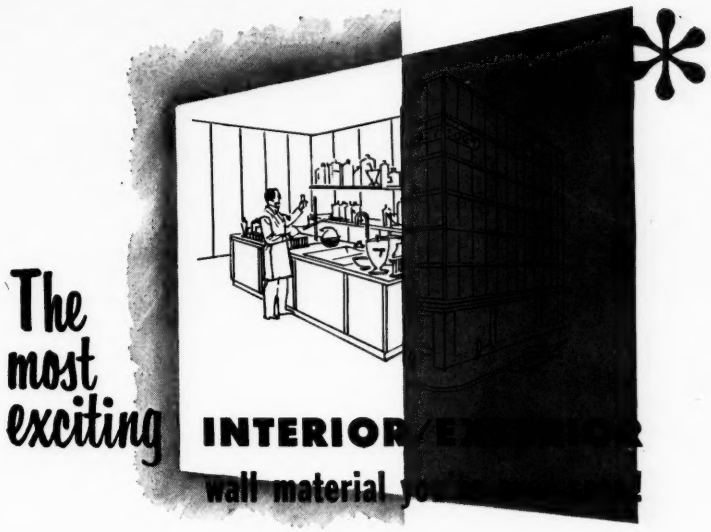
There was a time following the last war when experienced men were not to be had at any price. That was a labor market and students had little difficulty in getting placed in offices. It is different today and an employer in an accessible location can pick and choose. Today is an employers market, why then should we hire students unless their fathers, uncles and old maid aunts all want to build luxurious apartment hotels, shopping centers and new factories? Obviously there are good and sufficient reasons why we should and will continue to hire students, but just in case any of them have read this far we won't state what those reasons are. Can the students state their own case articulately?

□

This June issue of the INLAND ARCHITECT reaches you after the regular annual June meeting at which your officers for this next year were elected. This year there were no candidates for office nominated by petition, so the regular slate of candidates selected by the nominating committee was declared elected. In such a situation it is well to be reminded that any corporate member in good standing can run for any office by filing a written petition signed by not less than 5% of the corporate membership as of April 1st of the election year. This is our guarantee that we can always "throw the rascals out."

□

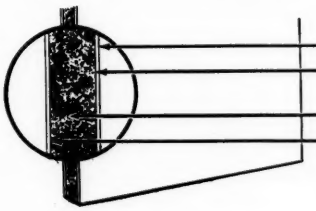
Just as the April issue of INLAND ARCHITECT was delivered in which we bemoaned what a poor job the AIA was doing in keeping members informed of what it does and how, we all received the 26-page brochure entitled "The American Institute of Architects, What it is, What it does." This publication was well done and tastefully presented. If the membership reads it, it now has a good idea of how the Institute operates, how it got started, and how it justifies its continuance. Read the objects again on page two, we have our job laid out before us right there! "Be a gentleman if you can, but for God's sake be an architect."



PORCELAIN on STEEL bonded to MASONITE ...sealed with a metal moisture barrier!

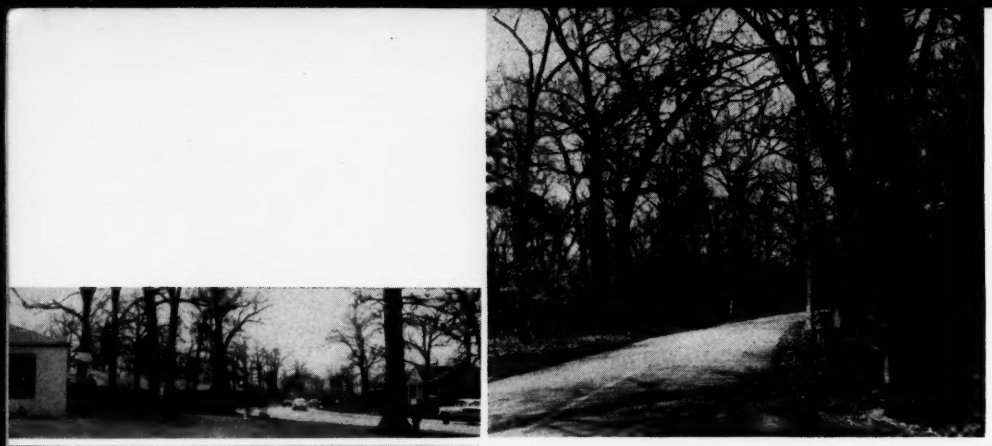
Light weight, MONARCH WALL is easy to handle... can be drilled or sawed with conventional tools, in the shop or on the job... and it's *right* anywhere! Use MONARCH WALL to enclose *any* wall, outdoors or inside... for remodeling, modernizing, or complete curtain-wall!

MONARCH WALL is available in standard widths of 24", 36", and 48"... standard lengths of 6', 8', 10' and 12'. Your choice of *twenty-six* permanent colors, gloss or semi-matte finish, plus stipple patterns. Actual MONARCH WALL samples will be furnished to you on request. Contact a Davidson distributor for helpful literature and information.


PORCELAIN ENAMEL
Light Gauge Enameling Quality Sheet Steel
Chest Tempered Masonite
Metal Moisture Barrier (Non-corrosive aluminum foil, Monarch Wall Porcelain Enamel or galvanized steel)

Monarch WALL
A PRODUCT OF
Davidson
ENAMEL PRODUCTS INC.
Subsidiary of Fenestra, Inc., Detroit, Mich.
World's Largest Exclusive Manufacturer of Architectural Porcelain

PORCELAIN ENGINEERING CO.
5316 West Diversey Ave. • Chicago 39, Illinois



The Architect and Transportation

■ Aside from occasionally designing structures incidental to transportation, and being compelled to give up precious site or building area to provide parking, architects are most usually concerned with transportation as travelers.

As extensive and observant itinerants we must be aware of the vast increase in the ways and vehicles of transportation and the consequent effects on people, cities, and countryside. That the growth of transportation has proceeded largely without comprehensive planning and rarely with any evaluation should be a disturbing situation to us. For transportation, particularly as it involves the movement of people, in its vehicles, its roadways and all the peripheral objects such as signs, lighting, railings—that is, the total environment of transportation—constitutes the largest undesigned and uncoordinated aggregate of artifacts in the contemporary scene.

At a time when the construction of new highways, airports, seaways, the acceleration of air travel and the unprecedented proliferation of private vehicles are celebrated with unqualified zeal, we explore in this issue of INLAND ARCHITECT both the immediate and side effects of our transportation patterns, and the architects' part in making them pleasant, efficient and humane. □

Transportation Design

by HANS A. FRIEDMAN, A.I.A.
Chief Architect, DeLeuw, Cather & Company

■ Residences, apartments, office and industrial buildings, hospitals, churches, these building projects are the staple diet of most architectural offices. Architects concern themselves with solutions to problems in these building categories. This is architecture.

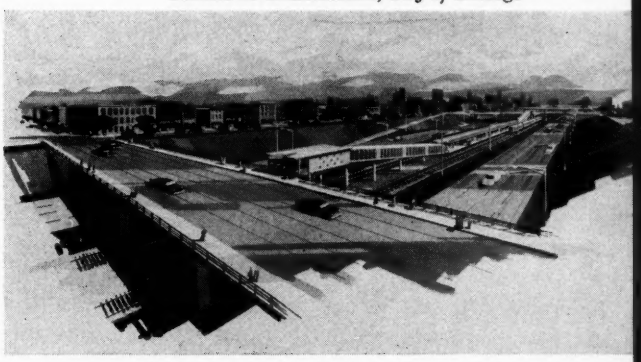
But the transportation industry, with its ever spreading sprawl over our urban and rural areas, offers challenges in its specialized buildings and structures. It has not often called upon the architect and availed itself of the comprehensive design approach he can bring to a problem because of his unique training. Nor has the attitude of the architect been conducive to widen his scope beyond a few transportation-related building types like hotels, motels, railroad stations, bus depots. The planning and design of the great network of our transportation facilities with its supporting buildings, structures, bridges, street patterns, its effects on our communities and living habits, this exciting and challenging assignment has, more often than not, been left to chance, been left to develop under the guidance of specialists in individual fields, transportation experts, highway engineers, traffic engineers, right-of-way engineers, all earnestly and conscientiously pursuing their professions with great skill, but without the coordination necessary to bring order out of chaos, to provide for the emotional and aesthetic needs of people.

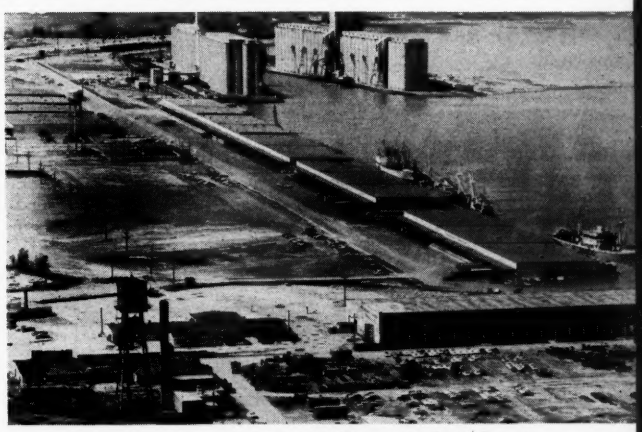
INLAND ARCHITECT serves an area, particularly the Chicago Metropolitan Area, usually referred to as the Transportation Center of the country. With the opening of the St. Lawrence Seaway, this area has become a world-wide transportation center. Recently completed, current, and projected building projects in this area related to transportation activities are causes in point to the importance of this field of design to the architect.

All these categories, their component parts and their inter-relationship make up the environment of transportation. At an ever increasing rate they will require the attentive understanding and competent approach by architects looking at each detail, concerned about each structure, but aware at all times of the complete environment in which people not only move themselves and their goods, but an environment in which they can pursue life to the fullest extent. □

Parking Facility No. 6, Chicago
HOLABIRD, ROOT & BURGEE, Architects

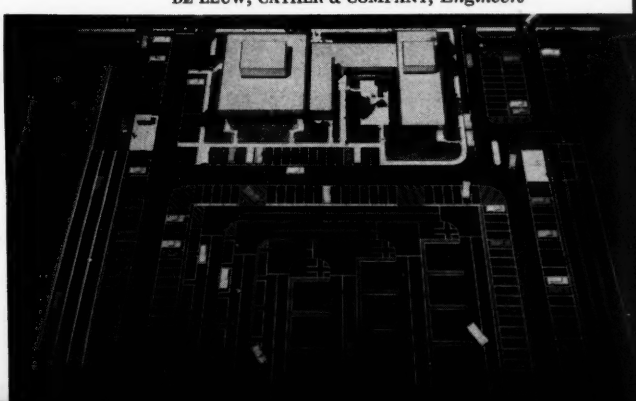
Congress Street Expressway, Chicago
DEPT. OF PUBLIC WORKS,
BUREAU OF ENGINEERING, *City of Chicago*





The Port of Chicago, Lake Calumet
DE LEUW, CATHER & COMPANY, *Engineers*

Motor Vehicle Facility, State of Illinois
DE LEUW, CATHER & COMPANY, *Engineers*



Some Talk on Transportation

From a conference held in Chicago March 31, 1959, especially arranged for publication in INLAND ARCHITECT.

PARTICIPANTS: EDWARD A. CAMPBELL, A.I.A., Architect, Perkins & Will

HAROLD L. COHEN, Chairman, Department of Design, Southern Illinois University

PHILIP W. JACKSON, Psychologist, University of Chicago

JOSEPH H. OMARZU, Architect, De Leuw, Cather & Company

JOHN E. SEVERNS, A.I.A., Partner, Richardson, Severns, Scheeler and Associates

MODERATOR: HANS A. FRIEDMAN, A.I.A., Chief Architect, De Leuw, Cather & Company

FRIEDMAN: Are people generally aware of the patterns of the environment that transportation is creating?

SEVERNS: I think that the general public is pretty much aware of this but on a very personal and subjective basis. They are aware of the inconvenience and the expense of transportation, the difficulty of driving their car where and when they want to drive it, the problem of parking, paying for the parking, but I don't think the general public realizes that transportation is all inclusive. I don't think they realize for example that improvement of public transportation can imply an improvement of private transportation. For instance the Congress Expressway. The rapid transit in the median strip can actually reduce congestion on the expressway because more people would be using public transportation, therefore fewer people would be driving. Interdependence of these various modes of transportation is what the people haven't understood.

CAMPBELL: I think the public is generally not aware because the patterns of transportation we formerly had of going into the city and out have now changed. We are now having a dispersal of people, business offices and industry, from the city, so that we are creating other patterns of movement. We have attempted to accommodate increased individual vehicular traffic with more roads but road building never catches up with the demand. Essentially we are creating a stimulus for the production and use of more vehicles than we can provide roadways or parking facilities for. Ultimately there will be a condition of immobility unless we realize and resolve this dilemma.

JACKSON: Transportation seems to be intricately interwoven with many other kinds of mobility in our society. We are a society that not only moves fast physically but also we move very rapidly socially and economically. As an example

of one of the subtle interrelationships between transportation and our general social patterns one might point to the gradual breakup of the kinship group that has been at least facilitated by increased transportation. It is now possible to travel relatively easily to and from one's family group, thus improvements in transportation have acted as catalysts in the splintering of the old homestead which one used to see in our rural scene. A less obvious and yet even more important example might be the effect which transportation has on certain segments of our population such as our adolescents. It's now possible, within a relatively short time and at a very low cost, for people to move into area where they are in effect socially anonymous creatures—where they are unknown. This social anonymity which can be achieved more easily due to the revolution in transportation greatly increases the opportunity for irresponsible action and thus serves as an added thorn in the side of those people who are trying to solve juvenile delinquincy problems. A third example might point to the changes in value systems which have accompanied improvements in transportation. The car as a symbol of social status is a dramatic illustration of a value change that is a direct concomitant of increased travel and access to the highway.

COHEN: You ask if people are aware of the problem. I would think that probably we should make them more uncomfortable. I'm not so sure you want to get people to come by car into the city, and if we talk about making it easier for them, we may be only increasing the problem. Perhaps we should make them aware that to bring the car to the city is a very unpleasant thing. It is interesting that you bring up the point of the social symbol of the adolescent—285,000 cars were stolen last year, 66% of the offenders were under 18 years of age — this is a kind of symbol searching. I think if we tone it down this might aid in solving many things.

CAMPBELL: In the older group the car as a symbol has been somewhat downgraded—that is my impression, anyway.

FRIEDMAN: Even though the automobile right now is by far the greatest influence on our daily environment there are other means of transportation affecting this environment as well.

SEVERNS: Looking at perhaps the next largest group, the commuter by railroad, you have the fellow leaving home in the suburbs, coming to work in the city, and then returning home. To the casual observer that might seem to be an unpleasant and disturbing transition, particularly in terms of the time consumed. I suspect, however, that you will find a surprising number of people who look on this commuting as a mechanism or means whereby they are able to change pace, shift gears by whatever means—by looking out the window, by playing a game of cards with some of their friends, by talking or by reading—capturing this time at least in part for their own devices to make this change from home to business.

CAMPBELL: Of course commuting by car does not afford this kind of enforced time saving. Quite the opposite. You are really extending your working hours by taking on the task of engineering your car through tedious traffic and collectively wasting a fantastic amount of time, expensive equipment and fuel, and public facilities.

FRIEDMAN: I'm wondering if we aren't getting a little far afield here. I think that Severns brought out the fact that commuters apparently are aware of the patterns of transportation in which they have found themselves involved because they are making good use of this time. This is true while they are travelling. But are people, not just commuters, aware not only of the actual means of transportation but again of the environment that it creates.

OMARZU: Because of the great problems involved in transportation itself, we're not to the point yet where we have really taken cognizance of the environment that is produced by the transportation. For instance, the commuter who reads his paper every night is doing so out of force of habit, primarily and also for the simple reason that he lacks any other stimulus that would be interesting to him at the time. Should the trip that he makes have a sufficient amount of environmental stimuli to be an interesting trip? Can the commuter sit back and enjoy his trip because of his surroundings, because of the nature of the kind of transportation he is riding, because of what he sees from that transportation?

SEVERNS: One factor is that as our means of transportation in certain areas pick up in speed there is a certain washing out of the landscape that is of very serious consequence. Consider driving along the Congress Expressway as opposed to driving along Lake Shore Drive. In the one case you have buildings immediately upon you with no definite plan or pattern and nothing that can be sensed really at 45 or 50 miles an hour, whereas Lake Shore Drive, because of the additional distance in terms of range and the somewhat deliberate pattern of high rise buildings in the distance there is some meaning and scale at 45 miles an hour. This function of space-time is something which we haven't really, aesthetically scratched the surface on. You talk about vistas and so on and most architects are still thinking

in terms of the Boulevard Haussmann. Façade architecture means nothing at 45 or 50 miles an hour. If your property backs up to Edens Expressway the first thing you do is build a fence and try to close it out, and plant some trees to deaden the noise. If you are in an urban area you have a comparable problem when you are walking about in these spaces at a pedestrian pace of 2 to 4 miles an hour. The same things that people are looking at 50 miles an hour have to have some meaning to you moving about within them at 2 miles an hour. This is a tough nut to crack.

JACKSON: Improvements in transportation have created a paradoxical relationship between man and scenic beauty. He's closer to it in the sense that he can now move to it more rapidly. The country resort, even the Grand Canyon, is within almost everyone's reach over a short period of time by transportation. Unfortunately, however, the access to scenic beauty is accompanied by its gradual disappearance in the *immediate* surroundings of man. Perhaps architects might concern themselves with the problem of retaining some degree of scenic beauty in the suburban development and other off-shoots of transportation so that it is not a goal toward which man must continually move. Rather it should be something that surrounds him.

OMARZU: In a metropolitan area or a small town problem involving automobiles the solution has been of course to build expressways, by-passes. These are fine solutions perhaps to transportation problems, but we should consider these very expressways create wide swaths of open land, they disrupt neighborhoods in a good many areas. They tear down in some instances the character of the development of a community. This is on a neighborhood scale within the structure of a small community. In a metropolitan area long established routes of communication may be disrupted.

SEVERNS: It boils down to this, that the means have become ends, and as a consequence something which should be in effect an element of planning for the development of any region or area has preceded the planning in most cases, and in fact becomes the single most significant factor in the development of that area.

COHEN: I don't know why we want to make it so easy for John Q. Public. I think that the inconveniences of life are parts of its beauty — such as rain comes and you get wet. I think the trouble, as social scientists have pointed out, with Americans is that they don't do any thinking for themselves. They get on the road and want to go directly and straight. The inconveniences of life are some of the things that make life worthwhile and I think if we didn't try to get there so quickly and straight, even though people may spend a little more time, the inconvenience would be understood and perhaps then those who want to go quickly can go quickly. If you want to get from here to New York you take a plane if you want to get there quickly for business. If you want to take it more pleasurably you take a train. If you really have the time you take a car and you stop off every so often. These things are important in how fast you want to get there, and for what reason.

SEVERNS: 90% of inter-city travel is by automobile. Add to that the amount of money that is spent by such producers as General Motors, Ford, the Asphalt Institute, telling people what they need is cars, and cars are the answer to the world problem. Also add to that the line of advertising that reads something to the effect "Live a little—you've earned it." Although I'll agree wholeheartedly with Cohen's ideas here, the probability of selling them today is fairly remote I think.

JACKSON: Cohen mentions that the inconveniences of life might be part of its beauty. This is an exceptionally important point and it brings to mind another consideration which seems to have been ignored by many of our transportation planners. They have neglected to recognize man's browsing and meandering tendencies, and the importance of this type of activity in human affairs in general. Incidentally, streams are the only things that meander these days, roads seldom do. If this observation has merit perhaps in our whole traffic network system we must build in opportunities for meandering and browsing for relaxed, as opposed to frantic, movements. I recently read an article which claimed that the greatest number of fatal accidents occur at 30 miles an hour, that it's actually safer to drive at 60 than it is to drive at 30. I go down my expressway and I'm bludgeoned by signs that say "Stop in emergency only." Suppose I want to stop and it's not an emergency? Why should we allow our transportation facilities to dehumanize us? In most of our major and superhighway systems we have cut out this opportunity to browse and meander—to move as humans. Maybe we ought to build it in.

SEVERNS: Generally speaking no consideration is given to aesthetics in the selection of alignments for major highways. In some instances the New York Thruway has taken advantage of the natural surroundings by acquiring and protecting as much land as possible so you are not overwhelmed with billboards. But I was speaking

of selecting the routes for scenic value which should reduce somewhat the problem of monotony on a fairly high speed highway. This monotony not only produces boredom but initiates the tendency to be lulled into a false sense of safety at 60 or 70 miles an hour precipitating many serious accidents. Instead of signs and warning devices, changes in vista that would be a delight to the eye might succeed in breaking the monotony, but still accomplish something at 50 or 60 miles an hour that would be meaningful to people. I would suggest providing by another route that meandering thing for the person who is in no hurry and wants to look at the covered bridges.

OMARZU: By the very nature of our cities and towns, each of them has various focal points that are of interest and are aesthetically pleasing to behold. It is true that a roadway could be planned to take advantage of the things that are available. This would be one step in the right direction. I think that one element is lacking and that is an awareness that the vehicle is doing the work when we are travelling. The vehicle is doing the work and the fact that it runs a few hundred yards off the straight and narrow course is of really little importance in terms of long distance travel certainly.

CAMPBELL: I think we have essentially some incompatibles here. If we are going to provide automotive access to all these things then we are in conflict with the pedestrian's access. It seems to me that meandering is more appropriate for somebody walking than for somebody driving a car. Moreover, we have to keep in mind in driving a car that we are responsible for controlling the car and I don't know how you can quite get the combination of getting an aesthetic experience at the same time that you are operating a moving vehicle in traffic with others.

COHEN: I think one of the problems is that the industry must be made to cut down the horsepower, and reserve high speeds for other means of transportation. I think the manufacturers have a responsibility for the 40,000 people killed every year, and the something like 120,000 people maimed permanently in automobile accidents. If the public were aware that this is a part of industry's moral responsibility and that the public pays for the roads and other facilities anyway then we might be able to do something. In terms of design you might be able to create some sort of visual stimulation to people if they went at the right rate of speed along the road by man made aesthetics, not trees, but by things that can be visible and stimulating by going a certain speed. Another design consideration might be the fact that tires do make interesting noises. These might be some things you could plan within the city. I hope however you do not plan too carefully, because I think the occasional weed growing is so nice.

SEVERNS: Until we look at this overall thing with an eye to creating the meander for the pedestrian and the vista, the appropriate route for the vehicle or for public transportation, for through vehicular traffic and for inter-city modes of transportation then we are going to end up with just what we have now – a patchwork. Probably one of the few examples of any genuine effort to separate the pedestrian and the motor car is Central Park, or one of Chicago's parks where they have actually developed this and in a surprising number of cases made the vistas meaningful both for the pedestrian and the driver. Until we do this kind of thing on a much broader basis I don't think we are going to really move very far.

OMARZU: There is no one agency or consultant or anything of that type that I know of which is concerned with the overall design of such things which might be called street furniture – light standards, waste disposal units, the normal variety of identification signs. Engineers are concerned with the problems of visual acuity of being able to read legends; of directing people in expressway systems, but they are not concerned with the overall character that is created by the roadway or rail transportation, particularly commuter transportation. We have a vast amount of artificial objects that are products of our transportation age which leave a great deal to be desired in terms of design characteristics and the type of stimuli they provide to the public.

FRIEDMAN: That brings us back to our original point–are people aware of this lack of aesthetic stimulus? Apparently you think they are not, and that they still have to be educated even to look carefully at the chaos exsiting around them.

SEVERNS: I think an awful lot of this we can lay right at our own doorstep. The architects, and perhaps to a lesser degree the planners and people who are engaged in design in almost every sense, have turned their backs on much of this whole transportation problem except from the standpoint of styling. As a consequence this whole area has pretty much been taken over by technicians who are very necessary, but who lack the aesthetic background or experience to make these things meaningful to people, and until we look at this thing from a design standpoint I don't think we are going to get very far. Yet the things that are having the greatest impact on this country and probably the world today are not buildings. They are these tremendously vast networks of roads, and these roadways will be re-

membered as one of the significant contributions of our times for good or evil.

COHEN: When you say architects for this I shudder. And if someone said designers I would also shudder. Somehow I would like to see Carl Sandburg in this position. I don't think that the architectural design profession has reached the age of making that great decision. I really feel that you might have to examine as to who should sit on such a board if there should be such a board, and I believe that there should be people who can be comprehensive planners. I think that designers and architects should be along but somehow if we can find a man who is a poet—I don't mean poet in the vocation sense but in the avocation—the man who is really poetic so who is really interested in what really is important to a city.

JACKSON: I wonder if we must wait for this philosopher-king, or even for a board of trustees comprised of architects and designers, before some kind of effective action can be taken. I recently read of a group of citizens who had banded together to protest certain forms of outdoor advertising. If we could somehow through a program of mass education increase the public awareness of our transportation problems might we not produce grass roots movements that, while small and feeble at first, might start us on the way to achieving some of the needed improvements?

OMARZU: It occurs to me that the average architect is well acquainted with the fact that when he designs an individual building he finds himself caught up with the problem of what to do about the archaic design of ventilators and things of that nature that appear on his rooftops. He's aware of these things as design problems and he is also aware that his building is subject to the wires, the signs, and all of these various appurtenances of the streetways around the building. These are the things that concern him as far as the aesthetics of that particular building project. Now if that same sort of concern could be made more vocal, could be broadened in order to state a problem, not necessarily to solve it or to create review boards or anything of that kind, the architect would be meeting part of his fundamental responsibility. He is a person who recognizes this. True a lot of planners do, a lot of artists do, poets if you will, but nevertheless this collection of various backgrounds are not very vocal in this sort of problem today and I think that they could be and should be.

FRIEDMAN: We've talked about the problem that exists. Let's restate what we think the problem is and how it can be approached, if not how it can be solved.

JACKSON: As I see it, the problem of transportation can hardly be examined in isolation. It must rather be seen as one facet of a whole complex of problems which comprise our society. On the other hand there are a number of specific practical issues involved in the expansion of our roadways which could be improved were enough people from all walks of life, both professional and citizens at large to take appropriate action. This assumes a degree of awareness of these problems which we have not as yet attained. I feel that if everyone connected with the expansion of our transportation facilities were to cooperate in a broad educational program — publicity program if you like—such efforts might give rise to some local action which could mushroom into a movement dramatically affecting the face of our nation.

CAMPBELL: We need to determine what we require from transportation, and what we are prepared to offer for it in terms of natural resources, gross national product, loss of productive land, woodlands and wildlife, destruction of scenic and historic shrines. We need to give additional consideration to the pedestrian and to the provision for pleasant walking spaces particularly in urban areas so that the conflict between the pedestrian and the vehicle is reduced. As far as design is concerned it must be demonstrated that design is a concept that has application in wider areas than it has so far received. The experience and environment of transportation could be pleasant if imaginative design had some responsibility for its forms and patterns.

SEVERNS: There may be one concrete way that architects as a group can contribute to some solution of this transportation problem. That is by eliminating the problem wherever possible, in the location of building sites and groups, taking this aspect of planning into account, and reducing the amount of generation of traffic. If people had no need to go from hither to yon we would have no transportation problems. Also I think that the space-time sort of function is extremely important in terms of design, recognizing that it varies with the mode of transportation and whether you are being transported or moving about under your own power in the area you are observing. Finally, it is extremely ill advised for us to suggest or even hope that any single group would be qualified to solve any of our contemporary problems all by itself. It takes a wide divergence of talents and a much higher degree of understanding and communication than we yet have today to accomplish some of

these ends that we hope for.

COHEN: I think Severns was saying you need a comprehensive look. There are certain people who because of their professions have been analytical, and could become members of this kind of a team to analyze the problem. I think that one of the things that we have always found is that the direction for a solution lies in opening it up and examining it so that you can see it. I don't think we really see the problem because I think it is that large and complex. Certainly if you decided, for example, to get rid of the American car you just might as well get rid of America because the ground would come out of our economy. I think the point of education is a good one. I also think that an effort to make a campaign to make walking dignified and not a matter that only poor people walk would change some things. I think that we have the facilities through visual communication – television for example–to show that it is perfectly acceptable to walk in a community. If you wanted the people to leave their cars out of the city, I think you might perhaps bring more people to the city by giving them free transportation and support it by the amount of extra business that you bring in. In conclusion I would say to sit around and examine the problem would probably be the best thing; to open up the cancer and then you can see how you can attack it.

OMARZU: Expediency is not any real substitute for design. The approach that is inherent in the majority of our thinking in terms of transportation broadly is one of reacting to a problem. Little, if any, consideration is given to the character of the environment that is created by transportation. Little if any thought is given to attempting to coordinate expressway systems and rail transportation with overall planning – it is rather a case of allowing it to grow in the most expedient and easy manner. It would seem then that if we as a public are to become vocal and to require more, someone should instigate the interest. I think the interest actually is there if it can be stimulated. Everyone who walks through a city or town is aware of finding the streets continually being broadened to the point that he has little sidewalk left to walk on. Everyone who drives a car is aware of the problems attendant to that in terms of traffic congestion and so forth and the haphazard visual excitement that he has around him. It occurs to me that someone should be and could be vocal towards instigating some improvement of the general character and environment created by transportation. □

Beauty

Function

Action

Character

Horatio Greenough, American Sculptor, 1805-1852, was a modernist then as now. He studied in Italy over 20 years returning to this country in time to know Lafayette, John Quincy Adams and other colonial greats. His words are as timely now for us as they were then for those who listened. Here are some gleanings from his writings, still vital.

■ I know very well that there are places where I cannot go without dress and ornament yet I am too proud to seek admittance in disguise. I had rather remain in the street than get in by virtue of borrowed elegance.

In the hope that you may be curious as to how I develop this formula I proceed. I define Beauty as the promise of Function; Action as the presence of Function; Character as the record of Function and in so doing arbitrarily divide that which is essentially one. I consider the phases through which organized intention passes to completeness, as if they were distinct entities.

Beauty being the promise of function, must be mainly present before the phase of action; but so long as there is yet a promise of function there is beauty proportioned to its relation with action or with character. There is somewhat of character at the beginnings of the organic life, as there is somewhat of beauty at the last, but they are less apparent and present rather to the reason than to the senses.

If the normal development of organized life be from beauty to action, from action to character, the progress is upward as well as forward; and action will be higher than beauty, even as summer is higher than spring; and character will be higher than action, even as autumn is the result of spring and summer. If this be true, the attempt to prolong the phase of beauty into the epoch of action can only be made through nonperformance; and false beauty or embellishment must be the result.

Why is the promise of function made pleasing to the senses? Because inchoate organic life needs a care and protection beyond its present means of payment. In order that we may respect instinctive action, our eyes are charmed by the aspect of infancy, and our hearts obedient to the command of a visible yet impotent volition.

The charm of promise is so great that the unripe reason seeks to make life a perennial promise; but that promise, in the phase of action, is nonperformance and is visited with contempt.

The dignity of character is so great that the unripe reason seeks to mark the phase of action with the sensuous livery of character. The ivy is trained up the new wall, while the promise is still fresh on every line of the building and its function is invaded by the ambition to seem to have lived.

Not to promise forever, or to boast at the outset, not to seem but to be and to act, is the glory of any coordination of parts for an object.

Embellishment is false beauty. Man is an ideal being; standing incomplete amid the manisfestations of nature, his first observation recognizes defect; his first action is an effort to complete his being. He studies himself, and his best efforts fall short of the need that is in his heart and he seeks to compensate for the defect in his plan by a charm of execution. He crowns his efforts with a wreath of nondemonstrable adjunct. By the sense of incompleteness in his plan he shows the divine yearning that is in him. By his effort to compensate for defect by any makeshift whatever, he forbids or at least checks further effort. Embellishment, therefore, is the instinctive effort to disguise incompleteness just as nature's completeness is disguised from science.

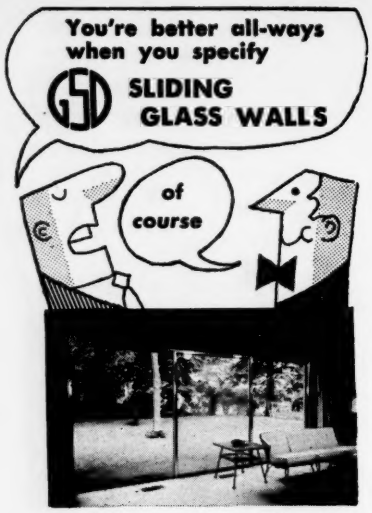
This opinion of embellishment is based on the hypothesis that there is not one truth in religion, another in mathematics and a third in physics and in art; but that there is but one truth in nature and organization is its utterance. Organization obeys nature's law by an approximation to the essential and then there is reality; or it obeys the law by falling short of the essential and there is disorganization. I have not seen the inorganic attached to the organized but as a symptom of imperfect plan or of impeded function or of extinct action.

The normal development of beauty is through action to completeness. The invariable development of embellishment and decoration is more embellishment and decoration. I maintain that the first downward step was the introduction of the first inorganic, nonfunctional element whether of shape or color. If I be told that such a system as mine would produce nakedness I behold the majesty of the essential instead of the trappings of pretention.

The lily is arrayed in beauty because it is organized both in shape and color to dose the germ of future lilies with atmospheric and solar influence. I maintain that finding unexplained beauty in nature is an accusation of ignorance and incompleteness in me and my science. We must worship with our eyes open and so to seek that we may find truth. And then if there be any truth in religion, morals in beauty, charm in art, but through fruits, then let them be demonstrated and the demonstration will work backward and enlighten our Art.

The truth of such a doctrine, if truth be in it, must share the fate of other truth and offend him whose creed is identified with the false; it must meet the indifference of the many who believe that a new truth is born every week for him who can afford to advertise. But it must earn a place in the heart of him who has sought partial truths with success; for truths are all related. □

*TRADE MARK
Grill-O-Metrics* by Blumcraft®
3-DIMENSIONAL ALUMINUM GRILLES FOR RAILINGS AND DECORATIVE SCREENS
REFER TO 1959 SWEETS FILE 6e/Blu OR SEND FOR CATALOG M-59
BLUMCRAFT OF PITTSBURGH, 460 MELWOOD STREET, PITTSBURGH 13, PA.



• *Utility* • *Beauty*
• *Quality* • *Economy*

42 stock sizes — or custom. For ¼" plate or 1" dual glazing. Complete specs. in Sweets.

Glass
SHOWER DOOR CO., Inc.
105 W. Wacker, Chicago 1, FR 2-0240
ALSO MANUFACTURERS OF:
• Complete Package Shower Stalls
• Tub Enclosures • Precast Receptors
• All Aluminum Sliding Medicine Chests

ADDENDUM

CSI Meets in Chicago, Stein Re-elected

The United States Corps of Engineers bidding procedures came under attack at the Third Annual Meeting of the Construction Specifications Institute held in May at the Palmer House. A panel of six prominent architects and engineers held that the Corps of Engineers procedures tend to shift decisions and responsibility that rightfully belong to the architect and engineer who prepares the specifications. Current operations often give final authority to a successful bidder after the contract has been awarded —permitting the contractor to substitute materials for those specified.

The panel discussed ways and means of improving construction specifications with emphasis on the phrase "or equal" often required on public work and also often used by architects and engineers. This phrase has out-lived its usefulness according to some of the panel members. The important point is that the specifications be prepared in such a way that alternates or substitutions for material designated by the architect or engineer be considered either before the work is out for bids or at the time the contract is let – not after it is awarded. It is only in this way that all bidders compete in the true sense of the word, the panel emphasized.

Many members of the panel advocated the specification of material by direct brand name without the use of the phrase "or equal" as the only way in which the specifier and his client could be certain of obtaining the precise material or equipment desired.

The panel was one of the major portions of the Institute's program and drew most of the 400 delegates registered. Henry Martin, Dallas, Texas, presided and the six panel members were: Kenneth Schaefer, Kirkwood, Mo.; Kenneth Wilson, Eau Claire, Wisc.; Frank Crimp, Boston, Mass.; Terell Harper, Dallas Texas; Donald Scripture, Detroit; and Morton Ackerly, Pittsburgh, Pa.

Philip Will, Jr., a guest speaker at

INFORMATIONAL
MEETINGS AND
MATERIALS

MANUFACTURERS
OF QUALITY
BUILDING
PRODUCTS

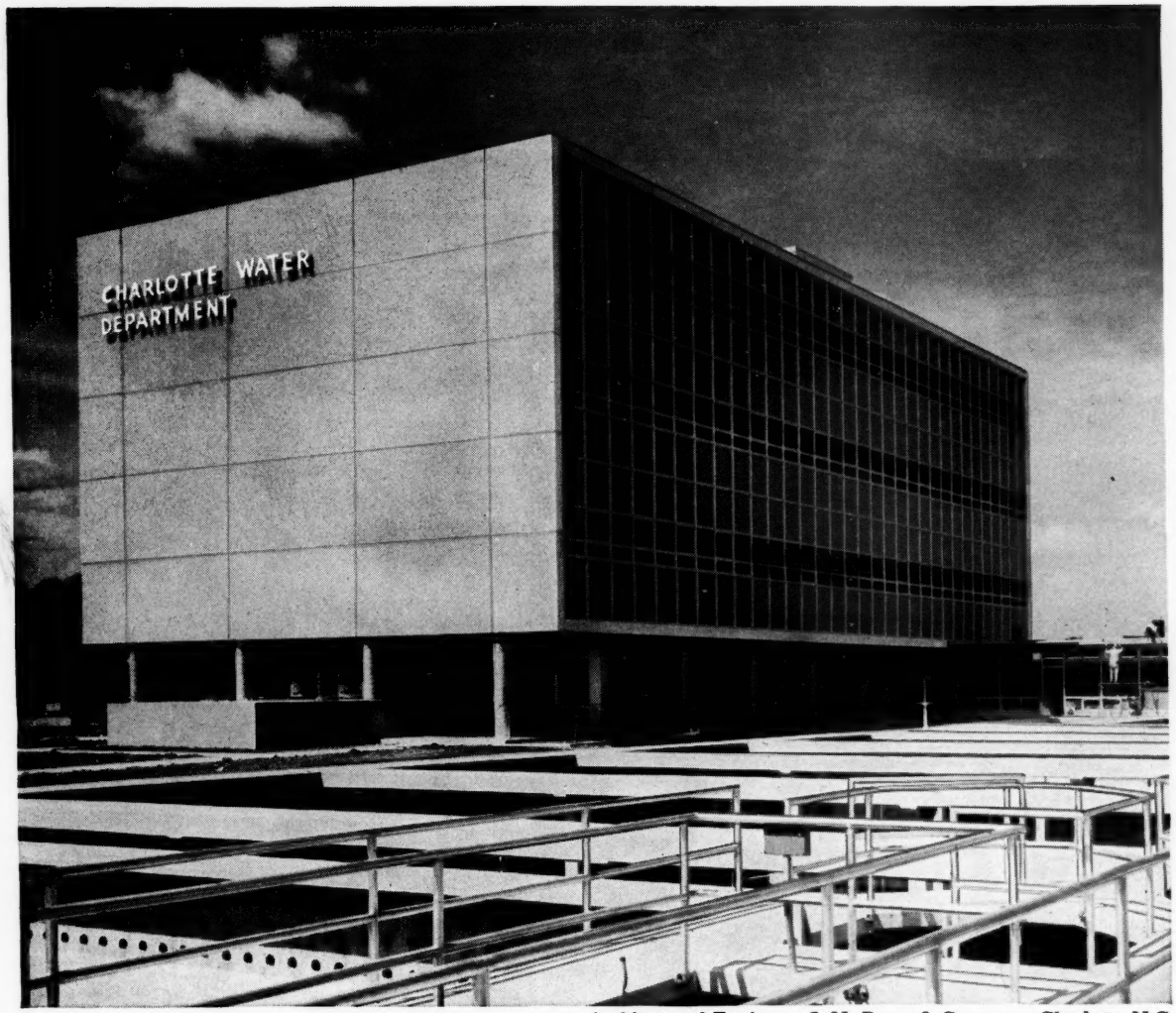
"DESIGNER
MANUFACTURER
CONTRACTOR

WATCH YOUR MAIL
For Announcement Of
First Fall Meeting

CHICAGO CHAPTER
Producers' Council, Inc.
228 N. LaSalle St., Chicago 1
Suite 2103 • Ph. RA 6-0578

AFFILIATED WITH THE AMERICAN INSTITUTE OF ARCHITECTS
THE PRODUCERS' COUNCIL INCORPORATED

—Today, building the greater Chicago of Tomorrow"



Architect and Engineer: J. N. Pease & Company, Charlotte, N.C.

For permanence and beauty in its newest waterworks building...

Charlotte, N.C., chose panels of precast concrete

The Charlotte Water Department planned for the future of their rapidly growing community when they designed their new $4,000,000 Hoskins Filter Plant.

They wanted permanent architectural beauty along with practical economy. They got it by using decorative precast concrete panels attached directly to the building's concrete frame. The exposed aggregate of the panels gives a lively and pleasing combination of texture and color. In addition, the use of precast panels saved construction time. And the building will keep its fresh beauty for a lifetime.

Architects and engineers everywhere will tell you: Versatile concrete is the one building material that offers unlimited new design possibilities for structures of all kinds. Write for free literature on precast panels. (U.S. and Canada only.)

PORTLAND CEMENT ASSOCIATION
111 West Washington Street, Chicago 2, Illinois

A national organization to improve and extend the uses of concrete

MODERN
concrete

ARTICULATE ARCHITECTS

Attention!

A national architect-contractor publication wishes to add an architect to its staff. The position requires full knowledge of non-residential construction — some speaking ability — some writing ability.

For more information write

Box J.J.S.
Inland Architect
221 North LaSalle
Chicago 1, Illinois

the Convention challenged the design profession to take a broader view of its role in society. Mr. Will is First Vice-President of the AIA and partner in the architectural firm of Perkins & Will.

Taking as his theme "The Survival of the Design Profession," Mr. Will called attention to the expanding cities and the coming re-evaluation of the design in the mind of society. Emphasizing that the rapid changes taking place in the environment of human beings with each technological development in the building field increases the need of professional designers, Mr. Will decried the trends within society which create the "private wealth and public penury" philosophy. It is a philosophy which grants prestige symbols such as fin-tailed automobiles and "annual trips to the sun" a place of importance in society at a time when sufficient money is not available for new schools and essential urban redevelopment.

Phil Will

What is needed, he said, is for the construction design professions including architects, specification writers and others to broaden their outlook, to make, as Mr. Will said: "the building industry relate to society as bricks are related to a house." The new design team, in order to gain an acceptance by society equivalent to that granted less competent but more aggressive groups, must include sociologists, city planners, traffic control experts and many others. In effect it is the total environment that must be considered by the design professions if they are to meet the challenge which society has put before them.

J. S. Stein

The following officers were elected to serve the Institute for the coming year: President, J. Stewart Stein, Franklin Park, Illinois; Vice-President, Willard H. Barrows, New York, New York; and Sec.-Treas., Harry C. Plummer, Washington, D. C. George F. Lamb continues as Executive Secretary with headquarters at 1914 Connecticut Avenue, in Washington, D. C.

The Institute elected three new di-

LATHING & PLASTERING

. . . continues to make scientific improvements in materials, tools, machines, and methods of application, which means to you . . .

BETTER SERVICE
BETTER WORK
MORE ECONOMY
MORE VARIETY

We suggest you call on a listed association member for your lathing and plastering needs.

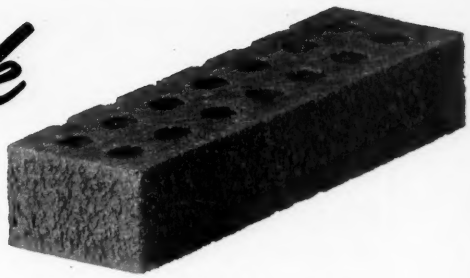
EMPLOYING PLASTERERS ASSOCIATION
OF CHICAGO 228 NORTH LA SALLE STREET CHICAGO, ILLINOIS

MEMBERS
J. C. Anderson, Inc.
Babka Co.
Jim Belsan Plastering Co.
J. J. Brown Co., Inc.
Burson Brothers, Inc.
Carty Plastering Co.
Cassidy Bros. Company
Dewey & Whalen, Inc.
DiMaria Plastering
Wm. A. Duguid Co.
J. W. Farr & Co.
Goss & Guise
Michael Grady, Inc.
Herron Plastering Co.
George W. Humphrey Co., Inc.
Johnson Plastering Co.
Kjellberg Plastering Co.
M. Lamarche & Co.
John Lorentz
C. Mahringer
Frank Marotto
McEldowney, Inc.
McGinty Plastering Co.
Frank A. McGurn, Inc.
McNulty Bros. Company
O'Connor Plastering Co.
Roscoe E. Olson
James Phillips
Plastercraft, Inc.
Reed Plastering Co.
Victor J. Schmidt
Smithson Plastering Co.
Stout Plastering Company
Tri-County Plastering Co.
Valenti Plastering Co.
John Watt
F. Westerberg & Son
Oscar H. Wilke Plastering Co.
E. H. Wolatz
Zander Reum Co.

ASSOCIATE MEMBERS
The Olson Lathing Company
Ostick & Yaccino
Wilson Lathing Company

HONORARY MEMBERS
Wm. Balhatchet Co.
Bullivant Plastering Co.
Otto Jacobsen

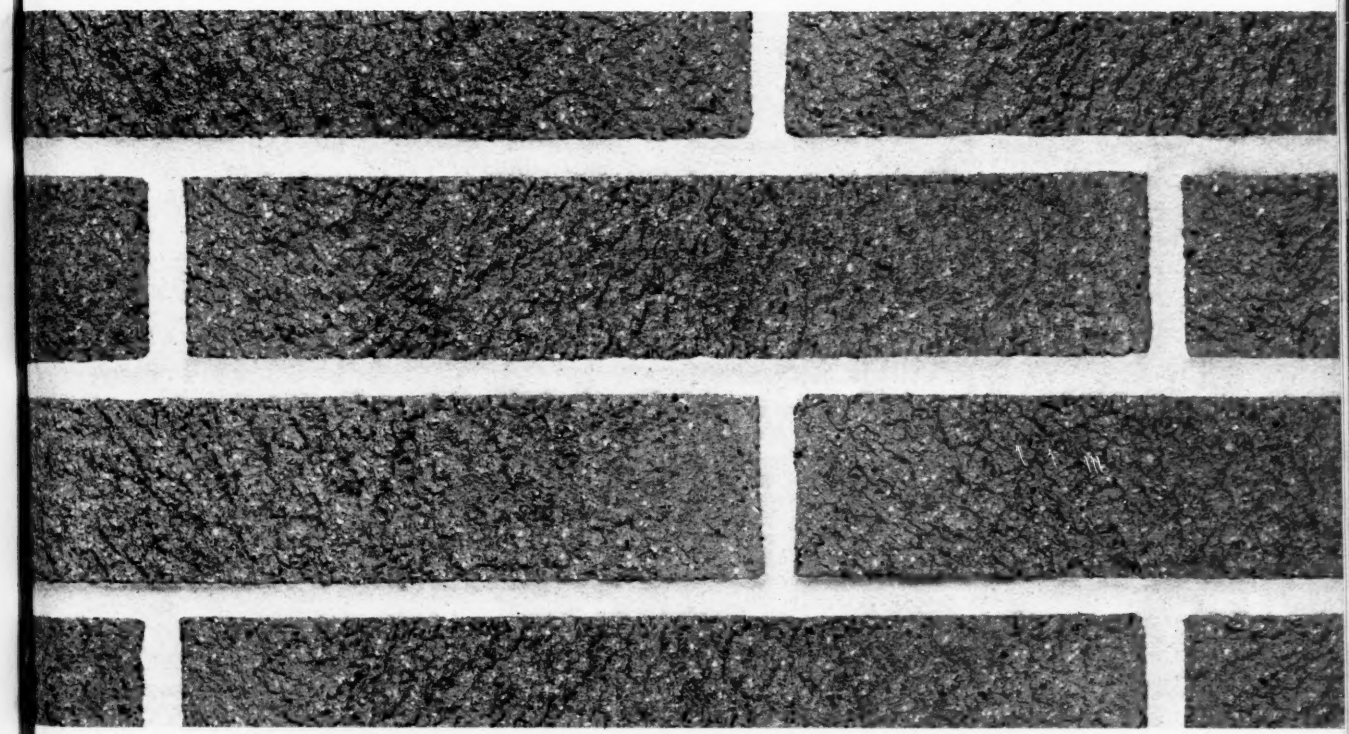
Tebco Face Brick



NOW! . . . 31 Color Combinations!
4 Textures!

No other building material offers greater freedom of design . . . does so many jobs so well! Whether the construction is industrial, commercial, municipal, or residential, there's a Tebco Brick of the exact color, texture, and size to give it distinctive, lasting beauty. When you specify Tebco, you can choose from 31 appealing color combinations and four textures—smooth, vertical scored, matt, and velour. Available in three sizes—Standard, Roman, and Norman. You can always specify Tebco Brick with confidence because it meets all ASTM and FS standards.

Illustrated: **FLORIDA BEIGE (43)** Norman Size, Matt Textured, One of Evans' 31 Distinctive Colors and Combinations



THE EVANS BRICK COMPANY

General Offices: Uhrichsville, Ohio • Telephone: WAlnut 2-4210

Sales Offices

Cleveland, Ohio
Columbus, Ohio
Pittsburgh, Pa.

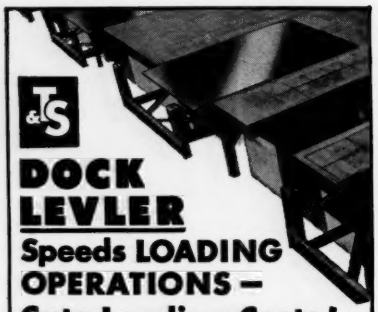
Detroit, Mich.
Bay City, Mich.

Fairmont, W.Va.
Toledo, Ohio
Philadelphia, Pa.

TEBCO

One of the nation's largest producers of Clay Pipe, Clay Flue Lining, Wall Coping, Plastic Pipe and related construction materials, with over 50 years of faster, friendlier service.

EB-359-22



T&S

DOCK LEVLER

Speeds LOADING OPERATIONS — Cuts Loading Costs!

Loading or unloading gets under way quickly and safely with the Full Floating, Self-Adjusting DOCKLEVLER . . . No loose plates to handle . . . no motors . . . no controls and no dock attendant is required. Simple counterbalanced design eliminates complicated mechanisms requiring constant and costly maintenance. The DOCKLEVLER is available in Recessed Models, Package and Semi-Package Units . . . 6' x 6', 6' x 8' and 6' x 10'. All 20,000 lbs. capacity. All-welded, rugged steel construction.

PALLET SALES
CORPORATION
NEW YORK 122 East 42nd Street • OXford 7-2850
CHICAGO 4754 W. Washington Blvd. • EStebrook 9-1712

McCormick, Lucas, Stenn, Richardson, Heimbrodt, Van Slyke

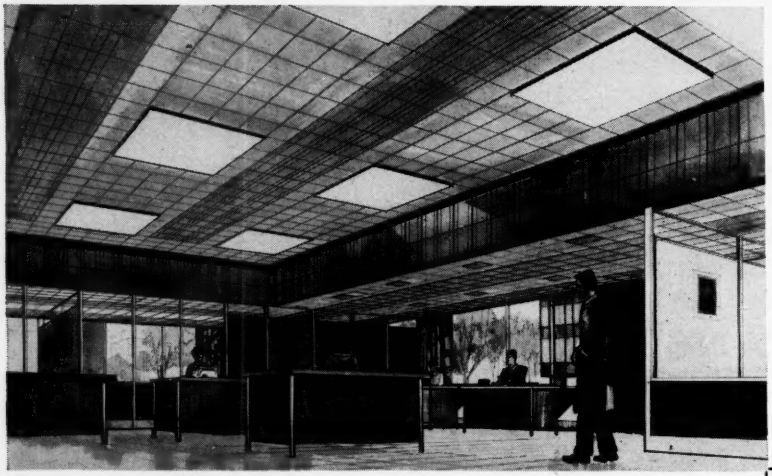
rectors at large and three new regional directors. Serving as directors at large are: James C. Bort, Evanston, Ill.; Edwin T. Pairo, Washington, D. C.; and Terrel H. Harper, Dallas, Texas. New regional directors are Wallace W. Macdonald, Seattle, Washington; Alfred C. Kluge, Milwaukee, Wisconsin, and Raymond A. Fisher, Pittsburgh.

Heimbrodt Elected

Carl E. Heimbrodt, Western Springs, Illinois, was installed as president of the Chicago Chapter CSI at the Chicago Night dinner. Installed with him were Sherwin Stenn, Chicago, as First Vice-President; Joseph N. Lucas, Hammond, Indiana, as Second Vice-President; Robert W. McCormick, Chicago, Treasurer and Earl Van Slyke, Jr., Joliet, Illinois as Secretary. Three new directors, Joseph Brunacci, John T. Moore and Gordon Stepanek, all of Chicago were also installed to serve two years. Carlisle Schults was elected to serve one year. L. Les Gasey, and James W. Marshall continue to serve as directors. Warren Richardson, retiring president will

VERSATILITY!.....

AIRTEX Aluminum RADIANT PANEL CEILINGS
Give a Wider Range to Your Imagination!



Architecturally Sound Airtex Radiant Panel Ceilings Can Be . . .

- Used with any type of acoustical tile to create beautiful ceilings that decrease sound transmission.
- Used with any type of lighting fixture to create better lighting and dramatic lighting effects.
- Installed on high or low ceilings—even vertically—to provide efficient, lower cost radiant heating and cooling.
- Installed in "bands" to maintain even climatic conditions at large window areas . . . and to obtain special ceiling designs at other areas.
- Color matched or contrasted to carry out your decorating themes.

AIRTEX CORPORATION
2900 N. WESTERN AVE.
CHICAGO 18, ILL.

FREE! *Informative, Entertaining Booklet "Warm—Cool—and Quiet" the story of the Airtex Radiant Acoustical Ceiling System!*
Write for your copy today!

another up-to-date feature that makes men decide...

TELEPHONE PLANNED HOMES

How about you? For information on the Telephone Planned Homes feature, for help in using it, call RAndolph 7-3351 in Chicago. Outside Chicago, call your Bell Telephone business office.

TELEPHONE PLANNING!

If you doubt that Dad makes the ultimate buying decision, watch his face light up when he discovers handy phones (and built-in wiring and outlets for more) among the built-in conveniences in your houses! This is Telephone Planning, a certified phone company "package" that many leading builders include in their blueprints. We're promoting it. And it's rolling up a selling record!

ILLINOIS BELL TELEPHONE

serve one year as director ex-officio.

Service citations were awarded to seven members of the Chicago Chapter, Construction Specifications Institute, at the banquet.

Those who received awards were Warren R. Richardson, Harry Hagedorn, Leon M. Circle, James B. Hoefer, L. Les Gasey, Robert J. Truascht and Norman R. Lunde. The awards were presented by Col. A. W. Sikes, one of the Chapter's "founding fathers" who was recently made a Fellow of the Institute.

Twelve outstanding members of the architectural and construction fraternity were honored at the Construction Specifications Institute's Banquet.

Fellowships in the Institute, its highest award for members, were presented posthumously to Ben Jon Small, founder of the New York Chapter, and J. Norman Hunter founder of the Southern California Chapter. Present to receive fellowships were Leon Chatelaine Jr., a charter member of CSI and past President of the American Institute of Architects; Carl J. Ebert, one of the three founders of CSI and currently editor of the *Construction Specifier*, the Institute's official publication; and Col. A. W. Sikes, USARet., Specifications Engineer for the Chicago Park District, a founder of the Chicago Chapter.

Honorary memberships in the Institute were awarded to Goldwin Goldsmith, Chairman of the Department of Architecture at the University of Texas; Thomas Creighton, editor of *Progressive Architecture;* Clarence Greather, retired, and William Stanley Parker, an expert in contract procedure and a Fellow in the American Institute of Architects.

J. Stewart Stein, President of CSI, in a precedent setting move, presented three "President's Awards" for outstanding service to the Institute during the past year. Recipients were Harry C. Plummer, Washington, D. C., Secretary-Treasurer, Warren R. Richardson, Chicago, Chairman of the 1959 Convention, and Charles Huckleberry of Atlanta, Georgia, who has been responsible for the creation of 15 chapters in the south and southeastern part of the country.

Twenty citations for excellence in the preparation of construction specifications were presented by President Stein. These were the winners of the Specification Competition which is a regular feature of all CSI national annual meetings.

The CSI delegates attended several technical sessions devoted to the latest information on specifiying masonry, hardware, roofing materials, and mechanical equipment.

The Institute voted to hold its next annual meeting in San Francisco and the 1961 meeting in New York City.

Women's Architectural League

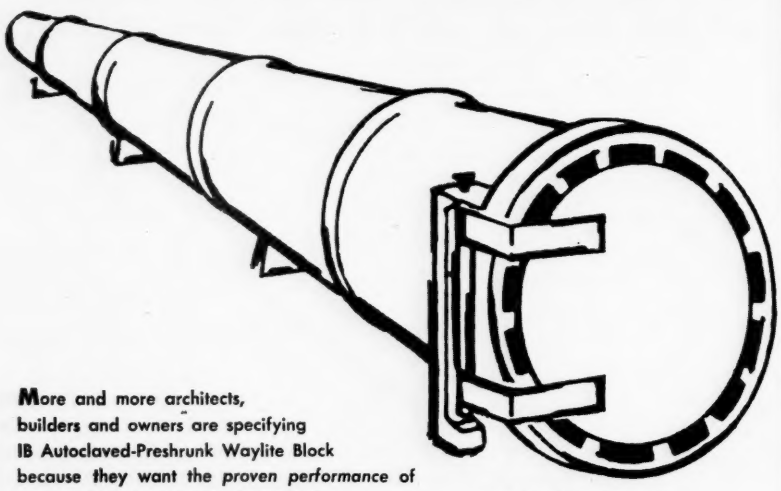
At the April 29th meeting in the Woodrow Wilson room of the Chicago Council on Foreign Relations, officers for the 1959-60 year were elected as follows: Mrs. Edward L. Burch, President; Mrs. Harold Geilman, 1st Vice-President; Mrs. John R. Fugard, Jr., 2nd Vice-President; Mrs. Jack Train, 3rd Vice-President; Mrs. Robert Jessen, Recording Secretary; Mrs. Derald West, Corresponding Secretary, and Mrs. Walter Sobel, Treasurer.

The official design for the WAL signet was formally adopted, architectural movies were shown and coffee served.

The June meeting was held jointly with the Chicago Chapter of the AIA as previously announced.

AUTOCLAVED

BLOCK PROVED BY 10 MILLION UNITS



More and more architects, builders and owners are specifying IB Autoclaved-Preshrunk Waylite Block because they want the *proven performance* of over 10,000,000 AUTOCLAVED high pressure steam cured block in the wall.

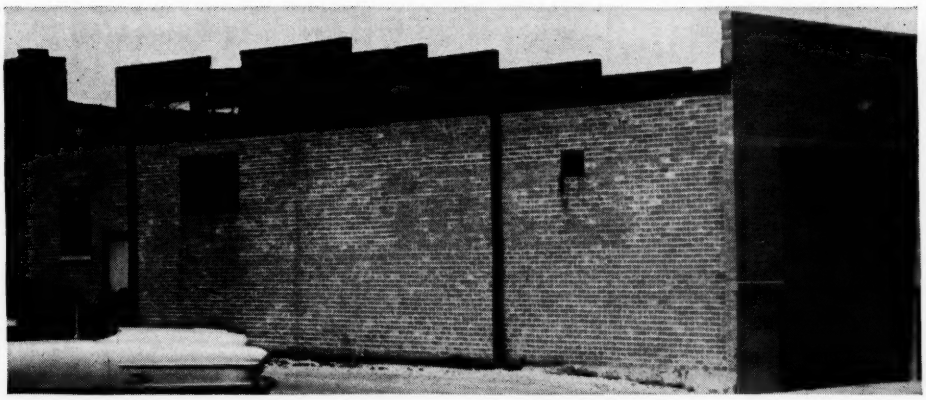
Such dependability is assured only by autoclaving, the greatest advance in block-making in 50 years. Tests by accredited, independent laboratories prove IB Waylite high pressure steam-cured block provide more than 50% greater wall stability—are stronger, yet lighter in weight . . . . more attractive in color.

You're invited to see "AUTOCLAVING in action" at either the Blue Island or Broadview plants. And be sure to get your FREE copy of "This is AUTOCLAVING," *documented proof* of the superior *performance of IB AUTOCLAVED-PRESHRUNK WAYLITE BLOCK.*

Illinois Brick COMPANY
228 NORTH LASALLE STREET • CHICAGO

How an Air-to-Air Heat Pump solved this factory's problem

(and saved $3500 to boot)



This Heat Pump System called for 10 fin heat exchangers located on the roof of the plant. Each coil is approximately 3 ft. high and 11 ft. long. They serve either as a condenser or evaporator.

The problem:

The Walter Precision Company, Franklin Park, Illinois, manufactures instrument parts. The nature of the work requires year-round air conditioning. The 8500-sq.-ft., one-story plant houses 40-50 employees.

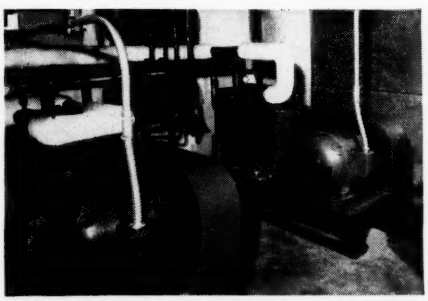
Heavy internal heat load results from high-intensity lighting, motors and people—a "plus" in winter, a problem in summer. Only high-cost well water was available, thus ruling out conventional water-cooled refrigeration.

The solution:

An air-to-air heat pump system was designed by Refrigeration Systems, Inc. Two standard 20-hp refrigerating units are used. Compressors are operated either singly or together on either heating or cooling.

Only difference from conventional air-handling equipment is the ten fin-coil heat exchangers located on the roof. They supply heat from the outdoor air in winter, get rid of indoor heat in summer.

After several years' operation, owner August Schlotfeldt describes results as "highly satisfactory". Only one compressor has been used a majority of the time, indicating more than enough capacity. Initial cost was $3500 less than cooling plus conventional heating system. Operating cost is competitive with other types.



The two 20-hp refrigeration machines can be operated together or singly on either heating or cooling.

Commonwealth Edison

AND

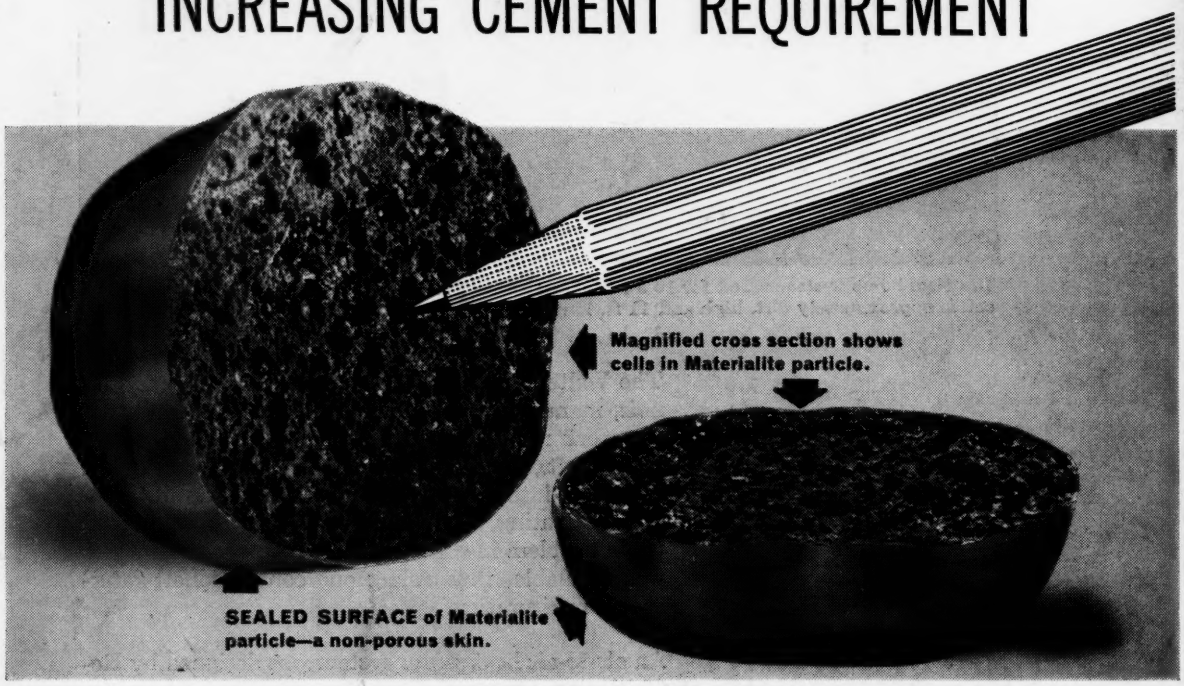
Public Service Company

© C. E. Co.

NEW PRODUCT NEWS **Materialite**

New Sealed-Surface Lightweight Aggregate

SAVES 40% IN CONCRETE WEIGHT AND GIVES HIGHEST STRENGTHS, WITHOUT INCREASING CEMENT REQUIREMENT


Magnified cross section shows cells in Materialite particle.
SEALED SURFACE of Materialite particle—a non-porous skin.

- Materialite permits higher construction without increasing frame weight.
- The best aggregate for block and other concrete products.
- Provides far better heat and acoustical insulation.
- Utmost uniformity—great dimensional stability—low water absorption.

The sealed surface of its cellular particles makes Materialite far superior to all other lightweight aggregates. Because of this non-porous skin, Materialite need only be coated with cement, not filled. This reduces cement requirements.

Materialite is lightweight because each particle is a collection of tiny, independent spheres—within the round, sealed surface. These spherical shapes provide the greatest possible physical strength per unit of weight.

Ask for new free booklet, containing Armour Research Foundation reports.

Materialite®
LIGHTWEIGHT CONCRETE AGGREGATE

ANOTHER PRODUCT OF
MATERIAL SERVICE CORPORATION
300 West Washington Street • Chicago 6, Illinois
Phone Franklin 2-3600, Extension 294